Docket No. <u>4208-4022</u>

<u>Abstract</u>

A mobile content delivery system that optimizes the delivery of especially bandwidth-consuming content (or the flow of any peak-hour data traffic) in a way that best utilizes the free capacity in the radio network, thus enabling considerably more efficient usage of the radio capacity. It also allows new services and pricing structures to be used in the cellular network, that otherwise would not be possible. The class of delivery of message content can be selected by the user on a transaction basis, or subscription-based and pre-defined in a user profile. By choosing a scheduled delivery the user can receive the content at a fraction of the price compared to instant delivery, since the content is sent at a time when the network is least utilized.

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